Increasing contraceptive use:
Campaign to increase spousal communication and knowledge in Bihar & Jharkhand in India

Kali Prosad Roy
Sanjeev Dham
Preena Loomba

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Outline of the Presentation

- Background
- Objectives and description of the intervention
- Results from an evaluation research
- Conclusions
Project Locations

Purpose
To increase use of modern reversible contraceptive methods among non-sterilized couples
Baseline Research

Objectives
- To identify the key determinants of behavior
- To assess the benchmark status of key behavioral indicators and its determinants

Target Audience
- Currently married and non sterilized women (15 – 29 yrs)

Sampling Design
- Two stage stratified sampling approach
- 101 PSUs (rural and urban)
- 1010 sample size
## Identification of key Determinants

<table>
<thead>
<tr>
<th>Determinants</th>
<th>Odds Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know about BOTH condoms and OCPs</td>
<td>2.919</td>
</tr>
<tr>
<td>Perceived Availability</td>
<td>1.376</td>
</tr>
<tr>
<td>Beliefs</td>
<td></td>
</tr>
<tr>
<td>Self efficacy</td>
<td>1.866</td>
</tr>
<tr>
<td>Spousal support</td>
<td>3.492</td>
</tr>
<tr>
<td>Attitude</td>
<td>1.428</td>
</tr>
<tr>
<td>Intention</td>
<td></td>
</tr>
</tbody>
</table>

Captured through quantitative survey using psychographic scale item measured on a Likert scale.
Communication Campaign

- Spousal support for 3 years spacing
Communication Campaign…

- Addressing availability
Communication Campaign…

IPC

PRINT

RADIO

STREET PLAY
Endline Research

Objectives

- To measure change in the behaviour and its determinants
- To measure exposure to communication activities and its effect

Target Audience

- Currently married and non sterilized women (15 – 29 yrs)

Sampling Design

- Two stage stratified sampling approach
- 90 PSUs (rural and urban)
- 900 sample size
Exposure to Communication Channels

- IPC: 11.7%
- Mass Media: 11.7%
- Leaflet/IEC: 21.6%
- PoP: 22.2%
- Outdoor: 26.1%
- Mid Media: 47.3%
- Any Media: 61.4%
Increase in use of Contraceptives

Significantly different from baseline p<0.05
Increase in Mean Score - Spousal Support

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Mean Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseline</td>
<td>3.07</td>
</tr>
<tr>
<td>Not Exposed-Endline</td>
<td>3.2</td>
</tr>
<tr>
<td>Only once</td>
<td>3.05</td>
</tr>
<tr>
<td>Only twice</td>
<td>3.1</td>
</tr>
<tr>
<td>Thrice</td>
<td>3.21</td>
</tr>
<tr>
<td>4 times or more</td>
<td>3.49</td>
</tr>
</tbody>
</table>

**Sig wrt. all other categories**

Social support from spouse
Increase in Knowledge Level

Baseline
Not Exposed-Endline
Only once
Only twice
Thrice
4 times or more

Percentage

71.1
83.2
78.7
88.2
85.5
83.1

Sig. diff from Baseline

Adjusted proportions calculated by controlling for key population characteristics
Conclusions

- Behavioral segmentation of target audience is a pragmatic approach for identifying determinants to design communications.
- A minimum of 4 exposures is needed to lead to change the determinants.
- Making products available on periodic basis is costly.
Questions?

For further information, Pl. contact-
ploomba@psi.org.kh
kaliprosad@psi.org.in